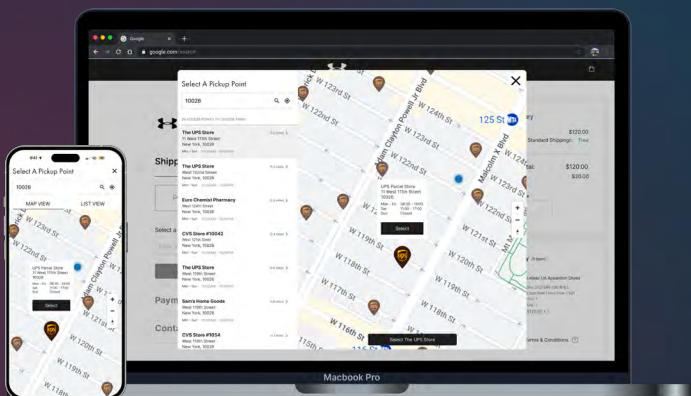


Case study

Woodward Canyon

Key facts

- Streamlining delivery operations saves the team 24 hours every month.
- Around 10% of members have already switched to the UPS Access Point option
- Increase in repeat buys from customers.



About

Uncorking The Background Behind Woodward Canyon

Woodward Canyon Winery stands as a testament to tradition and excellence in winemaking. The family-owned winery is synonymous with producing premium wines from its vineyard high on the hills of Washington’s Walla Walla Valley. With a new generation of environmentally conscious online shoppers emerging, Woodward Canyon knew it had to respond, and it embarked on a direct-to-consumer (DTC) strategy.



The solution

You Had Me At Merlot

Once the decision was made to adopt HubBox, implementing the software took only a few hours. Adding UPS Access Point has seen a marked improvement in the delivery experience. Customers now have the flexibility to choose an Access Point location, alleviating the stress of waiting for home deliveries.

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With multiple local Access Point options, they can choose a convenient location and pick up the package when out running errands or on the way home from work. It is a stress-free experience.

WCW has noted an increase in repeat buys from customers because UPS Ship to Access Point is convenient and flexible — especially when a store is less than a mile from their home. The team has also reclaimed around six hours each week by eliminating the time previously spent on redirects, returns and other delivery issues.

“
We’ve reclaimed around six hours each week by eliminating the time spent on redirects, returns and other delivery issues.

Michelle Aichele, Director of Wine Club and DTC Sales



The Results

A Toast To Efficiency



Woodward Canyon saves an average of \$4 per shipped package by eliminating residential surcharges through Access Point deliveries with HubBox.



Since partnering with HubBox, the team witnessed a boost in repeat purchases, confirming satisfaction with the new delivery option.



The team saves 6 hours per week, significantly eliminating the time allocated to redirects, returns and other delivery issues.



Shipping to Access Points with UPS is part of their sustainability initiatives, aiming to reduce carbon emissions by up to 85%.

Find Out More

Contact us and learn how HubBox saves you money on shipping, reduces club attrition, converts more customers, and reduces delivery issues with a quick and easy ecommerce integration.

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